

**Lynchburg Parking Authority Minutes  
City Hall – Second Floor, Training Room  
900 Church St., Lynchburg, VA, 24504  
Tuesday, September 10, 2013  
3:00 P.M. – 4:00 P.M.**

**Members Present:** Chairman, Brandon Farmer  
Tobi Jaeger  
Urs Gabathuler

**Members Absent:** Vice Chair, Ed Koepenick  
Council Member, Randy Nelson  
Thorne McCraw  
Jackie Wilkes

**Staff Present:** Norman Hale, Lee Newland, Don DeBerry, Gaynelle Hart, and Charisse Curtis

**Others Present:** Alicia Petska (News & Advance), Ron Staton (CVCJTA), Frank Kollmansperger  
(Entry Guard Systems)

The meeting was called to order by Chairman, Brandon Farmer.

The August 13, 2013 meeting minutes could not be approved because a quorum was not present. The meeting minutes will be presented for approval during the October 8, 2013 meeting.

No Comments from the Public

Comments from Authority Members

- Tobi Jaeger: I wanted to thank the individual who corrected the Cost & Revenue Projections for 1001 Commerce Street, LLC and for sending them with the meeting minutes. I feel a lot more comfortable now that we can see the expenses and this will help us manage our relationships better.

Informational Briefs & Updates

- Parking Manager, Norman Hale: Parking Management Revenue for the 2013 Fiscal year was budgeted at \$379,600.00. Actual Parking Management Revenue for 2013 Fiscal year is \$430,969.46. The Parking Management Revenue is over budget \$51,369.46.
- Ms. Jaeger: When the revenue is over budget, is that amount added to the Parking Reserve? Is that amount in addition to what is in the Parking Reserve from the previous year?
- Mr. Hale: Yes, however, some of the Parking Reserve was used to pay for the Feasibility Study.
- Mr. Farmer: Do all of our reserves go back into the General Fund?
- Mr. Hale: The Parking Reserve is maintained by the General Fund; however, the funds are kept as a separate line item.

No Reports

Action Items

- Proposed 12th Street Parking Deck Feasibility Plan Update
  - ◆ City Transportation Engineer, Donald DeBerry: Yesterday, we received the report and the results were roughly what we expected. They have conducted Phase I Environmental Review and Geotechnical Tests. They have moved onto a Phase II Environmental Review because some petroleum residue was found onsite. The full report on both studies will be brought to the next Parking Authority Meeting.

- ◆ Mr. Farmer: Was that site previously a gas station?
  - ◆ Mr. Hale: It was a gas station years ago.
- 1001 Commerce Street, LLC - Projected Parking Management Revenues & Expenses
- ◆ Mr. Farmer: What were the sources used in calculating the monthly expenses?
  - ◆ Mr. Hale: Historical cost data (provided by the property owner), IPI (International Parking Institute) expenditure guideline, and Midtown Parking Deck historical costs.
  - ◆ Mr. Hale: The property owners of the SunTrust Parking Deck have installed a pay station on the Main Street Level. The City has nothing to do with the installation of the meter. The pay station will become live September 16, 2013. A Memorandum of Understanding was signed by the City Manager and Dr. Catalano, which adds the enforcement of the SunTrust Deck to our schedule. We currently provide enforcement to private facilities "on-call", but in order to add the facility to our schedule we needed to have a Memorandum of Understanding. It is not for the management of deck. It is only for enforcement of the top level of the deck and for the collection of the hourly parking revenues.
  - ◆ Mr. Farmer: At what capacity are these revenue projections?
  - ◆ Mr. Hale: We used conservative numbers based on mixed usage of the facility. If the projected revenues follow the same trends as the other metered facilities, the pay station should pay for itself during the first year (approximately \$10,000.00).
  - ◆ Mr. Farmer: Will 1001 Commerce Street, LLC's price structure mirror the City's parking price structure?
  - ◆ Mr. Hale: Yes. These projections also include the \$5.00 rate increase for residents and \$10.00 rate increase for facility permit holders that will be proposed to City Council.
  - ◆ Urs Gabathuler: I don't remember seeing the Memorandum of Understanding that was signed by the City Manager and Dr. Catalano.
  - ◆ Mr. Hale: The Parking Authority does not manage or oversee the enforcement of private parking facilities. It is managed under the City Manager.
  - ◆ Mr. Gabathuler: Are the Parking Ambassadors that work for the Parking Management Department enforcing the deck? Will the Parking Authority receive the revenue that is made from the enforcement of the deck?
  - ◆ Mr. Hale: Yes, the Parking Ambassadors will enforce the deck. The City will receive all the ticket revenue from the enforcement of the deck. For the first 90 days, we will collect the revenue from the pay station and receive a collection fee but the revenue from the pay station belongs to 1001 Commerce Street, LLC.
  - ◆ Ms. Jaeger: If the City's personnel are enforcing the deck, how is the City being reimbursed for the labor, especially if we are trying to accumulate money in the Parking Reserve?
  - ◆ Mr. Hale: We are not doing anything different than we do with any other private lot. We are only enforcing the top level of the SunTrust Deck, and the City will receive a hundred percent (100%) of the ticket revenue.
  - ◆ Mr. Gabathuler: If I have more customers to service, then I need to hire more wait staff to meet that demand. I feel that the Parking Ambassadors are doing more work than they were previously and the City is not being compensated for it.
  - ◆ Mr. Hale: The Memorandum of Understanding for the enforcement and pay station revenue collection is just a 90 day pilot program. The revenue received from the parking tickets will cover the enforcement costs since there are very few spaces on the top level of that deck.
  - ◆ Ms. Jaeger: How many private facilities do we provide enforcement for that we do not charge for the enforcement?



- ◆ Mr. Hale: We provide “on-call” enforcement for a number of private lots including Bank of the James, Wells Fargo, and for other downtown businesses that call us when people are illegally parked on those properties.
- ◆ Mr. Gabathuler: Is it correct to say that the City does not enforce the Bank of the James on a daily basis?
- ◆ Mr. Farmer: That is correct. We call the City to have vehicles cited in the Bank of the James parking deck on a case by case basis.
- ◆ Ms. Jaeger: When 1001 Commerce Street LLC is put on the schedule, then the City will be enforcing that lot on a daily basis?
- ◆ Mr. Hale: Yes, the Memorandum of Understanding states that it will be on the same schedule as the Midtown Parking Deck for the enforcement of hourly parking for 90 days. The City's compensation will be 100% of the citation revenues, which, is included in the Parking Reserve Fund.

#### Old Business Items to Discuss

- Reminder Downtown Parking Tour on September 20<sup>th</sup> at 10:00 am.

#### No New Business Items

Chairman, Brandon Farmer adjourned the meeting.

#### Next Steps

- Next meeting will be held on October 8, 2013 at 3:00 P.M., City Hall, 2<sup>nd</sup> Floor, Training Room

